



---

**STATEMENT FOR THE RECORD BEFORE THE COLORADO SENATE BUSINESS,  
LABOR, & TECHNOLOGY COMMITTEE ON SB25-157: DECEPTIVE TRADE  
PRACTICE SIGNIFICANT IMPACT STAND**

March 11, 2025  
Hunter Nelson, Colorado Director  
Small Business Majority

Thank you, Chair Danielson and members of the Committee:

My name is Hunter Nelson and I'm the Colorado Director for Small Business Majority, a small business organization with a mission to empower America's diverse entrepreneurs to build a thriving and equitable economy. Under current law, deceptive trade practices must significantly affect the public in order to violate the Colorado Consumer Protection Act. I'm pleased to provide testimony on Senate Bill 25-157, legislation that would establish standards for what kinds of activity constitute a significant impact.

Colorado has some of the weakest consumer protection laws in the country. As a result, we have inadequate disincentives against dishonest business practices and out-of-reach remedies when deceptive practices do happen. This hurts the vast majority of small businesses that are honest by allowing the few businesses that engage in these practices to gain a leg up. Due to a few bad actors, which tend to be larger businesses that do not adhere to good business practices, trust in the entire business community is eroded.

Additionally, small businesses are themselves customers of other businesses and therefore can also be victims of deceptive trade practices. This is especially important for small businesses that are trying to access the capital they need to thrive. While there are honest lenders that provide safe capital, some small businesses may fall victim to predatory lenders that hide the true cost of borrowing money. This can trap small business owners in a cycle of debt that harms themselves and their businesses.

Furthermore, this legislation would also protect small businesses that may wrongly be accused of engaging in deceptive trade practices by clarifying that a deceptive trade practice claim cannot be based solely on a claim that a person breached a contract or engaged in negligence, or on a claim for damages based on the rendering of professional services.

This legislation is especially timely as national consumer protections are under threat. The new presidential administration has ordered the federal Consumer Financial Protection Bureau (CFPB) to stop work. During this stop work order, the bureau cannot fulfill its mission to protect consumers from unfair, deceptive or abusive practices and take action against companies that break the law. It is unclear when and if the CFPB's work can resume. Small businesses and consumers are now more vulnerable to deceptive trade practices without national enforcement, making state-level protections more important than before.

We urge the committee to pass SB 25-157 to strengthen protections against deceptive trade practices for Colorado's small businesses and consumers while protecting small businesses from wrongful accusations.

Sincerely,

Hunter Nelson  
Colorado Director  
Small Business Majority